

## **Leshenok U. Interconnection of value orientations of the Ukrainians and electoral choice**

The article analyzes the relationship between the value orientations of the Ukrainians and the electoral choice. The purpose of the article is to study this relationship by combining two sources of data – opinion poll and voting results submitted by the Central Election Commission. As an opinion poll, the sixth wave of the European Social Survey conducted in Ukraine is used, and the second source of data is the results of the Ukrainians voting in the 2012 parliamentary elections. The concept of "value" in this article is defined within Schwartz's theory as desirable goals that go beyond specific situations, differ in importance from each other and are guiding principles in human life. The analysis uses the ten Schwarz's values, which are grouped into four value sectors, which are named «Conservation», «Self-Enhancement», «Self-Transcendence» and «Openness to Change».

Correlation between the level of values from the identified sectors and the proportion of parties that scored more than 1% of the votes in the parliamentary elections is observed on the data from both sources, grouped by region. Thus, there is clearly a tendency for a link between the high level of expressiveness of the values of «Self-Transcendence» and «Conservation» and a high proportion of the «Party of Regions» and the «Communist Party» during the analysis of the significance of the coefficients and the direction of correlation. Similarly, there is a connection between the high expressiveness of the values of «Self-Enhancement» and «Openness to Change» and a high proportion of the parties of the «Batkivshchyna», «UDAR» and «Nasha Ukraina» parties.

Accordingly, these political parties can be divided into two groups: parties whose level of support positively correlates with the values of «Self-Transcendence» and «Conservation» and the parties, whose support is positively correlated with the expressiveness of the values of «Self-Enhancement» and «Openness to Change». Whereas the values in this study are interpreted as desirable goals in human life, the author suggests that, as they become transformed into political orientations, they begin to reflect the expectations of citizens from the political forces or leaders they choose. The fixed correlation between value orientations and electoral choice opens up perspectives for the possibility of clustering parties based on the values of their supporters as an alternative to grouping parties within the classical ideological continuums.

**Key words:** values, value orientations, political orientations, electoral choice